

**IN THE UNITED STATES PATENT OFFICE**

In Re Patent Application of

Inventor(s): Ron Hyman ROTHMAN et al.

Application No.: 10/681,476

Filed: October 8, 2003

For: METHODS AND SYSTEMS FOR  
PROGRAMMABLY GENERATING  
ELECTRONIC CREATIVES FOR  
DISPLAY ON AN ELECTRONIC  
NETWORK

Examiner: David FABER

Art Unit: 2177

Confirmation 7476  
No.

Commissioner for Patents  
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Alexandria, VA 22313-1450

**Statement Under 37 CFR §3.73(b)**

Sir:

CBS Interactive Inc., a corporation, hereby states that it is the assignee of the entire right, title and interest in the above-identified patent by virtue of an Assignment that is

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       enclosed herewith.

The undersigned is authorized to act on behalf of the assignee at least for purposes of making the foregoing statement.

Effective immediately, please direct all further communications in the above-identified patent application to the following address:

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Respectfully submitted,  
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Date January 25, 2012

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